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TITLE: METHOD FOR DEVELOPING SALES PROMOTION UTILIZING WEB PAGE DISPLAY SYSTEM

PUBN-DATE: June 3, 2004

INVENTOR-INFORMATION:

NAME

COUNTRY

SAKAKIBARA, YOSHITAKA

ASSIGNEE-INFORMATION:

NAME

COUNTRY

SAKAKIBARA YOSHITAKA

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide a method for developing sales promotion that utilizes a web page as a sales promotional content and does not make a browsing person (a store's customer, for example) conscious of the content being a web page display by showing it full-screen.

SOLUTION: The system utilizes, as a sales promotional content, a web page that is displayed by a browser provided to a personal computer as a standard function and produced in relatively plain HTML programming language, and develops sales promotion without making a browsing person conscious of the content being a web page display by showing it full-screen. The system can be a simple and highly visible sales promotional tool that has a strong resemblance to a POP put up in a supermarket or the like with a "movement" added.

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